

Message Text

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INFO OCT-01 EA-09 ISO-00 EB-07 /017 R

DRAFTED BY COM/OIM/SAD/RPETERSON/CLS

APPROVED BY EB/OCA/CM/EMCKEON

COM/OIM/SAD/JMURRIN

COM/OIM/JAP/TWELCH

COM/OIM/DM/HHEIKENEN

EA/J/DGBROWN

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R 030006Z SEP 75

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

UNCLAS STATE 208436

E.O. 11652: NA

TAGS: BEXP, JA

SUBJECT: DESIGN ENGINEERING CATALOG EXHIBIT

REF: TOKYO 11802

1. CLAPP AND POLIAK HAVE CABLED THEIR TOKYO OFFICE TO TRY
AND SECURE SERVICES OF "MACHINE DESIGN" MAGAZINE'S TOKYO
EXECUTIVE AS INDUSTRY TECHNICAL REPRESENTATIVE (ITR).

2. REQUEST EM0ASSY CONTACT KEN SASAKI OF CLAPP AND POLIAK
TOKYO, PHONE 03-346-1351 FOR STATUS ABOVE EFFORT.

3. ASSUMING "MACHINE DESIGN" EXECUTIVE ACCEPTS ASSIGNMENT
AND IS ACCEPTABLE TO EMBASSY, A COPY OF SPECIFICATIONS
OUTLINING DUTIES OF ITR AND REPORTS EXPECTED HAS BEEN
MAILED TO COMATT BEACHNER FOR GUIDANCE. BRIEFLY, FUNCTION
INCLUDES ATTENDANCE AT CATALOG EXHIBIT BOOTH TO ANSWER
TECHNICAL QUESTIONS OF VISITORS AND PROVIDE GUIDANCE
REGARDING APPROPRIATE COMPANIES OR PRODUCTS TO HELP SOLVE
VISITORS' NEEDS, AND PARTICIPATE WITH EMBASSY STAFF IN
PRESS BRIEFINGS AS REQUIRED. WITHIN 30 DAYS AFTER
EXHIBIT REPORT TO OI;/SAD IN 2 PARTS. PART 1, FOR OIM
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INTERNAL USE, TO COVER VIA0ILITY THIS TECHNIQUE IN JAPAN
AND COMMENTS ON OPERATION OF THIS SPECIFIC EVENT WITH

RECOMMENDATIONS FOR IMPROVEMENT IF ANY. PART 2, FOR

REPRODUCTION BY COMMERCE AND DISSEMINATION TO EACH
PARTICIPATING U.S. COMPANY, TO COVER ITR OPINION OF
JAPANESE MARKET FOR U.S. PRODUCTS APPROPRIATE TO
EXHIBIT THEME, WITH SOME INDICATION OF TYPES MOST
SALEABLE, MODERATELY SALEABLE AND LEAST SALEABLE. THESE
OPINIONS NEED ONLY REFLECT COMMENTS OF EXHIBIT VISITORS
AND ARE NOT INTENDED TO REQUIRE OUTSIDE RESEARCH.

4. AS OF COB AUGUST 25 COMMERCE HAS 218 PAID PARTICIPANTS
WITH INDICATIONS THAT 4 OR 5 MORE CAN BE EXPECTED. IN
VIEW OF LARGE NUMBER SUGGEST EMBASSY REVIEW SPACE
REQUIREMENTS.

5. IN ESTIMATING INCREASED EXPENSES BE SURE TO INCLUDE
ADDITIONAL TEMPORARY CLERICAL HELP IF NECESSARY TO
PROVIDE EACH PARTICIPANT WITH TIMELY POST REPORT AND
COMPLETE LIST OF REGISTERED VISITORS, TRADE LEADS, ETC.

ROBINSON

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<< END OF DOCUMENT >>

Message Attributes

Automatic Decaptioning: X
Capture Date: 26 AUG 1999
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE208436
Document Source: ADS
Document Unique ID: 00
Drafter: COM/OIM/SAD/RPETERSON/CLS
Enclosure: n/a
Executive Order: 11652 NA
Errors: n/a
Film Number: D750303-1007
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t197509103/baaaaajs.tel
Line Count: 75
Locator: TEXT ON-LINE, TEXT ON MICROFILM
Office: ORIGIN COM
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: RowellEO
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by MaustMC>; APPROVED <13 JAN 2004 by RowellEO>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> gwr 971014
Subject: n/a
TAGS: BEXP, JA
To: TOKYO
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006